

Memo



To: DAMA-Ottawa Meeting Attendees (Nov. 9th, 2010)

From: The DAMA-Ottawa Board

Date: November, 13, 2010

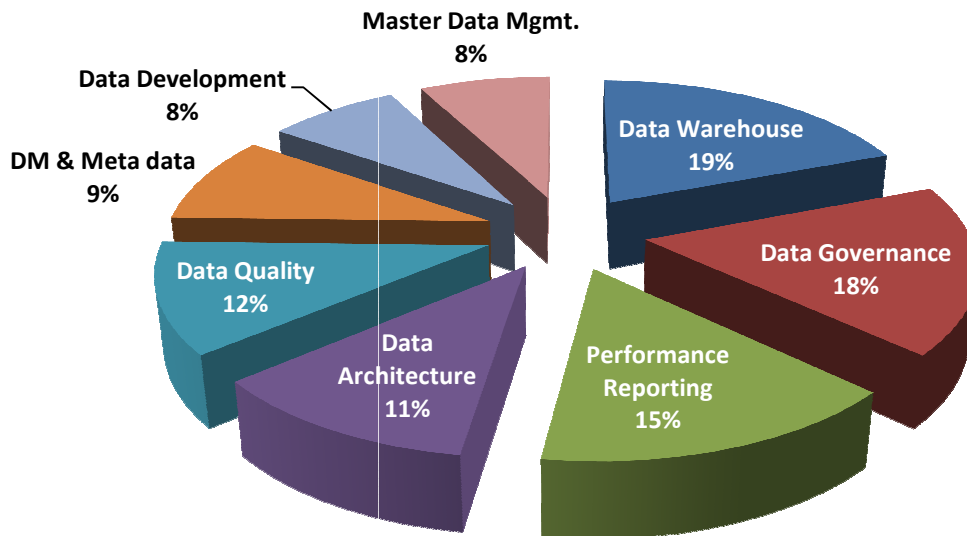
Re: Meeting Synopsis

Thank you again for participating in the first DAMA-Ottawa member information session on November 9th, 2010. As discussed, we are pleased to send you the results of the focus session on member interest areas. There were over 55 people in attendance with good representation from a number of Federal GOV departments as well as private sector firms.

At a high level, it was clear that most organizations in attendance were engaged in data management in some form or another. There seemed to be good understanding of DM-BOK which captured virtually all the discussion areas. Given the comments around interest in defining and selling DM to senior management, it was interpreted that DM projects might be characterized as point solutions (currently) which may not have formalized into enterprise-wide DM programs (this needs to be validated). Interest was clustered around data & performance reporting (DW/BI), Governance, Architecture and Data Quality. Finally, there was a large interest around how to define the journey or roadmap for DM as well as understanding what the total cost of ownership (TCO) is of not enabling DM.

The distribution of interest was as follows:

DAMA-Ottawa DM-BOK Interest Areas



Details by interest area that mapped to DM-BOK:

Data Warehouse/BI – Due to lack of DM direction, using DW/BI to drive areas ahead that would have otherwise used DM.

Data Governance – want to see enablement & improvement of governance activities.

Performance Reporting – Central agency requirements are raising the profile on this. Data is hard to find and assemble.

Data Architecture – How do the pieces fit together?

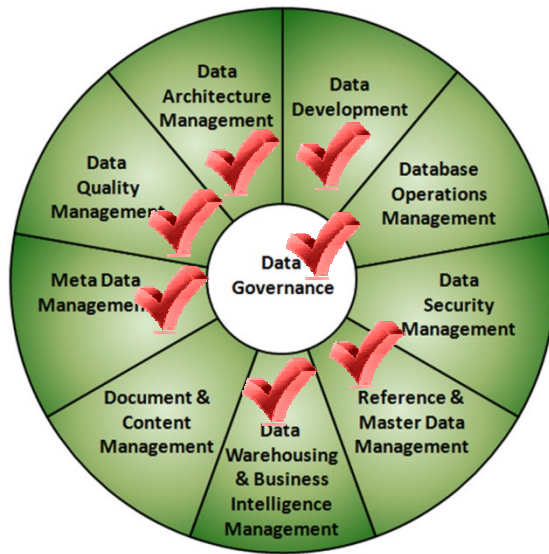
Data Quality – It's impacting us today, but hard to measure how bad.

DM & Metadata Mgmt. – How do we convince our senior management to invest?

Data Development – Importance of analysis and strong data modeling.

Master Data Management – Who has an Enterprise data model (EDM)? Need a way to share and communicate using the EDM

DAMA-DMBOK Functional Framework



Areas receiving interest: DW/BI, Data Governance, Data Architecture, Data Quality, Metadata Mgmt., Data Development & Master Data Management.

Areas not of interest: Database operations, Data Security, Document & Content Mgmt.

Additional areas: (Not on DM-BOK): TCO, Data Retrieval & Retention (sounds like Doc. Mgmt.), Road-map for implementing DM.

In summary: The greatest message we heard was in the area of kick-starting or fundamentally defining a data management initiative. We also heard a need to understand the value of data management and how best to communicate that to senior management. There was also interest in correcting and improving data quality as well as moving forward on an enterprise data model (MDM).

Next steps: The DAMA-Ottawa board is reviewing these results and has begun the process of selecting potential awareness sessions to address these areas of interest. We are contemplating a meeting in the Jan or Feb time-frame and will communicate our ideas with you shortly.

Again, thank you for attending and contributing your ideas at the DAMA-Ottawa information session. We look forward to your membership in the chapter and participating in future DAMA-Ottawa events.